

Building a World Class Sales Organisation – Course Description

Participants: Any Senior Executive with ultimate responsibility for his/her company's sales organisation.

Time: 1 day.

Programme Overview

World Class Sales Organisations are those which ensure the highest quality of management, people and customer interaction. Their performances are based upon specific, measurable and time-bound approaches to growing profitable and sustainable revenues.

'World Class' does not necessarily mean 'global'. Even the youngest of local companies can become 'world class' by focussing on three key elements: hiring and developing talent, ensuring employee engagement and developing a company wide passion for customer loyalty.

This programme guides participants through all aspects of professional sales development across all three of the key elements. Comprehensive guidelines are provided for Sales Management to ensure success.

Programme Objectives

- Understand what a WCSO is
- Learn key elements of
 - Talent
 - Engagement
 - Customer loyalty
- Coaching styles
- Performance management

Programme Content

Introduction

- Sales return on investment
- Typical distribution of sales performance

Talent

- "Experienced" salespeople caveats
- Natural vs. trained salespeople
- Ensuring the right capabilities for the job
- 'Hunting' vs. 'Farming' skills requirements

To enquire about booking this course to help your sales organisation achieve better and more results send an email to training@paullange.com.au. The latest version of this course description and other available course can be found online at <http://www.paullange.com.au/training-courses.html>

Engagement

- Motivation
- Performance influencers
- Pay plans
- Sales Management effectiveness
- Coaching styles
- Pipeline management
- Account segmentation
- Account planning
- Sales opportunity assessment and tool

Customer loyalty

- Satisfaction vs. loyalty
- Prerequisites
- Sales behaviour